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**CUSTOMER CITIZENSHIP BEHAVIOUR (CCB)
AMONG AUTOMOBILE ONLINE BRAND
COMMUNITIES IN MALAYSIA**



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**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
January 2019**

**CUSTOMER CITIZENSHIP BEHAVIOUR (CCB) AMONG AUTOMOBILE
ONLINE BRAND COMMUNITIES IN MALAYSIA**

By

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UUM
Universiti Utara Malaysia

**Thesis Submitted to
School of Business Management
Universiti Utara Malaysia,
In Fulfilment of the Requirement for the Degree of Doctor of Philosophy in
Marketing**



Pusat Pengajian Pengurusan Perniagaan
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Tajuk Tesis / Disertasi
(Title of the Thesis / Dissertation) : Customer Citizenship Behavior (CCB) Among Automobile Online
Brand Communities in Malaysia

Program Pengajian
(Programme of Study) : Doctor of Philosophy

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ABSTRACT

Customer citizenship behaviour is important to companies because it helps to improve products and services indirectly. Hence, this study aims to examine the influence of brand identification, brand experience, brand trust, brand love, and brand community commitment on customer citizenship behaviour with the mediating role of brand community commitment. A research framework was established based on existing literature to test the relationship among these variables. Social Exchange Theory and Brand Resonance Model was employed to explain the relationship between the studied variables. In order to empirically test the research framework of the study, data were collected by employing online survey. A total 386 respondent's from automobile online brand community were selected using systematic random sampling. The data collected was analysed using Partial Least Square Structural Equation Modelling (PLS-SEM). The empirical result revealed that brand identification, brand trust, brand love, and brand community commitment influenced customer citizenship behaviour. However, this study does not find any significant relationship between brand experience and customer citizenship behaviour. In addition, it was also found that brand community commitment mediates the relationship between brand identification, brand experience, brand trust, and brand love with customer citizenship behaviour. The results provide insight for marketing managers to strengthen relationship between customers and brands. This finding also suggested members of brand community who are committed to a brand community will contribute to the customer citizenship behaviour. Given the importance of customer citizenship behaviour in the online context, this study provides scholars and practitioners with suggestions and recommendations on how customer citizenship behaviours can be encouraged among automobile online brand communities.

Keyword: customer citizenship behaviour, automobile online brand community, brand community commitment, brand identification, brand experience.

ABSTRAK

Tingkah laku kewarganegaraan pelanggan adalah penting kepada sesebuah syarikat kerana hal ini secara tidak langsung membantu dalam peningkatan produk dan perkhidmatannya. Justeru, kajian ini bertujuan untuk meneliti pengaruh identifikasi jenama, pengalaman jenama, kepercayaan jenama, kecintaan jenama, dan komitmen komuniti jenama ke atas tingkah laku kewarganegaraan pelanggan dengan komitmen komuniti jenama yang berperanan sebagai perantara. Rangka kerja penyelidikan yang dibentuk adalah berdasarkan kajian literatur sedia ada bagi mengkaji hubungan di antara pemboleh ubah-pemboleh ubah tersebut. Teori Pertukaran Sosial dan Model Resonan Jenama digunakan untuk menjelaskan hubungan antara pemboleh ubah yang dikaji. Dalam mengkaji secara empirikal rangka penyelidikan kajian ini, data dikumpulkan dengan menggunakan kaedah tinjauan atas talian. Oleh itu, sejumlah 386 orang responden daripada komuniti automobil jenama atas talian dipilih menggunakan teknik persampelan sistematik rawak. Data yang dikumpul kemudiannya dianalisa menggunakan *Partial Least Squares Structural Equation Modelling (PLS-SEM)*. Keputusan empirikal kajian menunjukkan bahawa identifikasi jenama, kepercayaan jenama, kecintaan jenama, dan komitmen komuniti jenama dapat mempengaruhi tingkah laku kewarganegaraan pelanggan. Namun, pengalaman jenama didapati tidak mempunyai hubungan yang signifikan dengan tingkah laku kewarganegaraan pelanggan. Tambahan pula, komitmen komuniti jenama didapati bertindak sebagai perantara dalam hubungan di antara identifikasi jenama, pengalaman jenama, kepercayaan jenama dan kecintaan jenama dengan tingkah laku kewarganegaraan pelanggan. Penemuan kajian menyarankan supaya pengurus pemasaran mengukuhkan hubungan di antara pelanggan dengan jenama. Dapatan kajian juga mencadangkan bahawa komuniti yang komited dengan komuniti jenama akan menyumbang kepada tingkah laku kewarganegaraan pelanggan. Dengan memberikan kepentingan tingkah laku kewarganegaraan pelanggan dalam konteks dalam talian, dapatan kajian ini mencadangkan dan menyarankan kepada cendekiawan bagaimana tingkah laku kewarganegaraan pelanggan boleh ditingkatkan dalam kalangan komuniti jenama automobil atas talian.

Kata kunci: tingkah laku kewarganegaraan pelanggan, komuniti jenama automobil atas talian, komitmen komuniti jenama, identifikasi jenama, pengalaman jenama.

ACKNOWLEDGEMENT

ALHAMDULILLAH, in the Name of ALLAH, the Most Beneficent, the Most Merciful. All the praises and thanks be to Allah, the Lord of the 'Alamin, who is ALL generous and ALL knowing, my never ending gratitude and infinite thanks for all the blessings, rewards, guidance, strength and knowledge that has been bestowed upon me and my family throughout the journey in completing this PhD journey.

From the bottom of my heart, I would like to express my never ending appreciation and thanks to my supervisors, Associate Professor Dr. Hasnizam bin Shaari and Dr. Hj. Mohamad Zainol Abidin bin Adam, lecturers in the School of Business Management, Universiti Utara Malaysia, for all the endless support, guidance, encouragement, motivational words, criticism and patience given throughout the period of completing this thesis.

I must also express my very profound gratitude to my husband, Mohd Izzat Emir bin Shabuddin, for providing me with endless love, unfailing support and continuous encouragement in my life as well as throughout my years of study and through the process of researching and writing this thesis. This accomplishment would not have been possible without his presence. Love you the most. I would also like to say Jazakallah to my life-coaches, my father, Mohd Sidik bin Jusoh and Mother, Salmiah bt. Jusoh because I owe it all to both of you. Many thanks and may Allah bless both of you always! Thanks for everything.

Also not forgetting all my friends – thanks for all the support and encouragement given. I deeply appreciate all the help they had given and will not be forgotten. Without their involvement, contributions, cooperation and support, the completion of this thesis would not have been possible.

I also extend my appreciation to the Ministry of Higher Education Malaysia, for the opportunity and financial assistance throughout this PhD process. I am also grateful to the lecturers who have offered their comments on my proposal, especially Associate Professor Dr. Fakhrul Anwar bin Zainol, Dr. Waida Irani bt. Mohd Fauzi, and Associate Professor Dr. Salniza Md Salleh.

Last but not least, words of thanks are also extended to Universiti Utara Malaysia, to the Dean and staff of School of Business Management and to the Dean and staff of Othman Yeop Abdullah Graduate School of Business (OYAGSB), Universiti Utara Malaysia. Thank You All.

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LIST OF ABBREVIATIONS

CCB	Customer Citizenship Behaviour
BCC	Brand Community Commitment
BI	Brand Identification
BE	Brand Experience
BT	Brand Trust
BL	Brand Love
OBC	Online Brand Community
BRM	Brand Resonance Model
SET	Social Exchange Theory



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CHAPTER 1

RESEARCH OVERVIEW

1.0 Introduction

This chapter reviews essential information about the present study. It will begin with a discussion of the background, as well as the issues of the study. Then, the problem statement that leads to the urgency of this study is discussed. This is followed by the research objectives, research questions, significance of the study, and scope of the study. Finally, the chapter will be concluded with the definitions of the key terms and the organization of the study.

1.1 Background of the Study

Social media has changed the way people communicate with brands, and among the members of the community. The rising popularity of social media platforms such as Blogs, Facebook, Instagram and Twitter, has also created new social outlets for the members of society to connect and share their enthusiasm about their favourite brands with friends, personal contacts and acquaintances. Consumers also can freely join their favourite brand community on social media and engage with their online brand community through ongoing communication processes.

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APPENDICES

APPENDIX 1: Official survey cover letter from university



OTHMAN YEOP ABDULLAH
GRADUATE SCHOOL OF BUSINESS
Universiti Utara Malaysia
06010 UUM SINTOK
KEDAH DARUL AMAN
MALAYSIA



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"MUAFAKAT KEDAH"

UUM/OYAGSB/R-4/4/1
10 November 2016

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

LETTER OF RECOMMENDATION FOR DATA COLLECTION AND RESEARCH WORK

This is to certify that **SITI NOOR AISHAH BINTI MOHD SIDIK (Matric No: 900514)** is a student of Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia pursuing her Doctor of Philosophy (PhD). She is conducting a research entitled "**Customer Citizenship Behavior (CCB) Among Automobile Online Brand Community in Malaysia**" under the supervision of Dr. Hasnizam Bin Shaari.

In this regard, we hope that you could kindly provide assistance and cooperation for her to successfully complete the research. All the information gathered will be strictly used for academic purposes only.

Your cooperation and assistance is very much appreciated.

Thank you.

"BERKHIDMAT UNTUK NEGARA"
"ILMU, BUDI, BAKTI"

Yours faithfully


ROZITA BINTI RAMLI
Assistant Registrar
for Dean

Othman Yeop Abdullah Graduate School of Business

c.c - Supervisor
- Student's File (900514)

Universiti Pengurusan Terkemuka
The Eminent Management University



APPENDIX 2: Questionnaire



CUSTOMER CITIZENSHIP BEHAVIOUR (CCB) AMONG AUTOMOBILE ONLINE BRAND COMMUNITIES IN MALAYSIA.

Dear Sir/Madam,

I'm Siti Noor Aishah Binti Mohd Sidik, and currently pursuing PhD in Universiti Utara Malaysia (UUM). I am conducting a survey among *automobile online brand communities* in Malaysia.

The main purpose of this study is to better understand whether factor of brand identification, brand experience, brand trust and brand love will influence online brand community commitment and customer citizenship behaviour (CCB)

You are only need 5 to 10 minutes to complete the questionnaire. There is **NO RIGHT OR WRONG ANSWER**, you may respond to the questionnaire based on your genuine opinion. All information provided will be strictly treated as **CONFIDENTIAL** and it will only be used for **ACADEMIC PURPOSES ONLY**. If you have any questions, please do not hesitate to contact me at email ct20_kj@yahoo.com.my

Your kind cooperation and participation is highly appreciated. Thank you.

Siti Noor Aishah binti Mohd Sidik (S900514)
PhD Candidate
School of Business, Universiti Utara Malaysia
Ct20_kj@yahoo.com.my



TINGKAH LAKU KEWARGANEGARAAN PELANGGAN DI KALANGAN KOMUNITI JENAMA AUTOMOBIL ATAS TALIAN DI MALAYSIA

Kepada Tuan / puan

Saya Siti Noor Aishah binti Mohd Sidik, dan sedang mengikuti pengajian PhD di Universiti Utara Malaysia (UUM). Saya sedang menjalankan kajian di kalangan *komuniti jenama automobil atas talian di Malaysia*.

Tujuan utama kajian ini adalah untuk lebih memahami sama ada faktor identifikasi jenama, pengalaman jenama, kepercayaan jenama dan kecintaan jenama mempengaruhi komitmen komuniti jenama dan tingkah laku kewarganegaraan pelanggan

Anda hanya memerlukan masa kira-kira 5 hingga 10 minit. Tiada **JAWAPAN YANG BETUL ATAU SALAH**, anda boleh memberi maklum balas kepada soal selidik berdasarkan pengalaman anda sendiri. Semua maklumat yang diberikan dianggap sebagai **SULIT** dan hanya akan digunakan untuk **TUJUAN AKADEMIK SEMATA-MATA**. Jika anda mempunyai sebarang pertanyaan, sila hubungi saya di e-mel ct20_kj@yahoo.com.my

Kerjasama dan penglibatan Tuan/ Puan dalam kajian ini saya dahului dengan ucapan terima kasih...

Siti Noor Aishah binti Mohd Sidik (S900514)
Calon PhD
School of Business, Universiti Utara Malaysia
Ct20_kj@yahoo.com.my

Note/ nota

The meaning of the terms or words in this study are follows:

Maksud terma atau perkataan di dalam kajian ini seperti dibawah:

Online Brand Community: Refers to a social relationship among users and admirers of a particular brand in accomplishing collective goals or expressing mutual sentiment and commitment via online platform. For example, fans of a particular automobile brand create an automobile fan page on Facebook to communicate with other members, and share information about the features of the product.

Komuniti Jenama Atas Talian: Merujuk kepada hubungan sosial di kalangan pengguna dan peminat jenama tertentu bagi mencapai matlamat bersama, atau untuk berkongsi sentimen dan menyatakan komitmen melalui saluran dalam talian. Contohnya, peminat- peminat jenama automobil tertentu mewujudkan laman peminat di Facebook untuk berkomunikasi dengan ahli yang lain, dan berkongsi maklumat mengenai ciri-ciri produk.

Customer Citizenship Behaviour (CCB): Refers to the willingness of individuals in engaging with voluntary, helpful, and constructive behaviour towards other customers and the firms. For instance, giving recommendations, helping other customers, and providing feedbacks for the organisations.

Tingkah laku Kewarganegaraan Pelanggan: Merujuk kepada kesanggupan individu untuk melibatkan diri secara sukarela, suka menolong, dan membina perilaku yang konstruktif terhadap pelanggan-pelanggan lain dan firma-firma. Contohnya, mengemukakan cadangan, membantu pelanggan-pelanggan lain, dan memberikan maklum balas kepada organisasi

Online Brand Community Commitment: Refers to the desire of the members to maintain their relationship with the brand community.

Komitmen Komuniti Jenama Atas Talian: Merujuk kepada keinginan ahli untuk mengekalkan hubungan mereka dengan komuniti jenama.

Brand Trust: Refers to the willingness of individuals to rely on a particular brand in accordance with certain beliefs about that brand.

Kepercayaan Jenama: Merujuk kepada kesediaan individu- individu untuk bergantung kepada sesuatu jenama, berdasarkan kepada sesuatu kepercayaan terhadap jenama tersebut.

Brand Love: Refers to the degree of passion or emotional attachment a satisfied customer has for a particular brand name.

Kecintaan Jenama: Merujuk kepada darjah keghairahan atau emosi kepunyaan yang ada pada seseorang pelanggan yang berpuasa hati terhadap sesuatu jenama.

Brand Experience: Refers to the product, shopping, service, and consumption experiences the customers have when interacting with a particular brand.

Pengalaman Jenama: Merujuk kepada pengalaman terhadap produk, pembelian, perkhidmatan dan penggunaan sesuatu produk yang di alami oleh pelanggan apabila berinteraksi dengan sesuatu jenama.

Brand Identification: Refers to the extent in which customers see their own self-image as overlapping with a brand image, and customers use the brand as a reference point to distinguish themselves from the non-users of the brand.

Pengenalan Jenama: Merujuk kepada sejauh mana pelanggan melihat diri mereka sebagai sebahagian daripada imej jenama, dan pelanggan-pelanggan menggunakan jenama tersebut sebagai titik rujukan untuk membezakan diri mereka dengan orang yang tidak menggunakan jenama tersebut.

Section A: BACKGROUND

Bahagian A: LATAR BELAKANG

Instruction: Please tick (/) at appropriate space and fill in your answer at the blank.

Arahan: sila tandakan (/) pada ruang yang berkenaan dan isikan jawapan pada tempat kosong yang diberikan.

1. Gender/ *Jantina*

() Male/ *Lelaki*

() Female/ *perempuan*

2. Ethnic group/ *Kumpulan Etnik*

() Malay/ *Melayu*

() Chinese/ *Cina*

() Indian/ *India*

() others, please state/ *lain-lain, sila nyatakan*_____

3. Age/ *umur*

() 18-26 years old/ *18-26 tahun*

() 27-35 years old/ *27-35 tahun*

() 36-45 years old/ *36- 45 tahun*

() 46 years over/ *46 tahun keatas*

4. Religion/ *Agama*

- () Islam/ *Islam*
- () Christian/ *Kristian*
- () Buddhist/ *Buddha*
- () Hindu/ *Hindu*
- () Others, Please state/ *lain-lain, sila nyatakan.....*

5. State/ *Negeri.....*

6. Income/ *Pendapatan*

- () Less than 2,000/ *Kurang daripada 2000*
- () 2,001–4,000
- () 4,001–6,000
- () 6,001–8,000
- () More than 8,000/ *lebih daripada 8000*

7. Education/ *Pendidikan*

- () Primary school/ *Sekolah Rendah*
- () Secondary school/ *Sekolah Menengah*
- () Higher Education/ *Pengajian Tinggi*
- () Others, please state/ *Lain-lain. Sila nyatakan.....*

8. Occupational status/ *Status pekerjaan*

- () Employed/ *Bekerja*
- () Unemployed/ *Tidak Bekerja*
- () Student/ *Pelajar*
- () Housewife/ *Suri rumah*
- () Retired/ *Bersara*
- () Others, please state/ *Lain-lain, sila nyatakan.....*

9. Do you own an automobile? / ***Adakah anda memiliki automobil?***

() Yes / ***Ya***

() No/ ***Tidak***

10. What is your automobile brand name? Please state only one automobile brand /
Apakah jenama automobil anda? Sila nyatakan satu jenama automobil sahaja.

.....

11. Do you participate in **AUTOMOBILE ONLINE BRAND COMMUNITY?**
Example; automobile fan pages on Facebook, such as perodua alza club, myvi club, proton persona owner club (PPOC), proton iriz club Malaysia and perodua axia club Malaysia.

Adakah anda menyertai KOMUNITI JENAMA AUTOMOBIL ATAS TALIAN. Contohnya: Laman peminat automobil di Facebook seperti perodua alza club, myvi club, proton persona owner club (PPOC), proton iris club Malaysia dan perodua axia club Malaysia.

() Yes - If yes, please answer the following questions

Ya- Jika Ya, sila jawab soalan seterusnya

() No- If No, your answer ends here, thank you

Tidak- Jika tidak, jawapan anda berakhir disini...terima kasih....

12. What is the name of your automobile online brand community? Please specify one only based on automobile brand name at QUESTION 10

Apakah nama komuniti jenama automobil atas talian anda? Sila nyatakan satu sahaja berdasarkan jenama automobil pada SOALAN 10.

.....

13. How long have you been a member of the automobile online brand community? /
Berapa lama anda menjadi ahli komuniti jenama automobil atas talian?

() Less than 1 year/ ***Kurang daripada 1 tahun***

() 1–2 years/ ***1-2 tahun***

() 2–3 years/ ***2-3 tahun***

() 3–4 years/ ***3-4 tahun***

() More than 4 years/ ***lebih daripada 4 tahun***

14. How many times you visit automobile online brand community per week? / ***Berapa kali anda melayari komuniti jenama automobil atas talian dalam seminggu?***

- ☐ Rarely/ ***Jarang***
- ☐ Once a month/ ***Sekali sebulan***
- ☐ Once every 2 weeks / ***Dua minggu sekali***
- ☐ Once a week/ ***Seminggu sekali***
- ☐ 2–4 times a week/ ***2-4 kali seminggu***
- ☐ 5–6 times a week/ ***5-6 kali seminggu***
- ☐ Once a day/ ***sekali sehari***
- ☐ Several times a day/ ***Beberapa kali sehari***

15. How many hours you spend to visit of automobile online brand community? / ***Berapa jam yang anda diperuntukan setiap kali melayari komuniti jenama automobil atas talian?***

- ☐ Less than 10 minutes/ ***Kurang daripada 10 minit***
- ☐ 10 minutes–less than 30 minutes/ ***10 minit- kurang daripada 30 minit***
- ☐ 30 minutes–less than 60 minutes/ ***30 minit- kurang daripada 60 minit***
- ☐ 1 hour–less than 2 hours/ ***1 jam-kurang daripada 2 jam***
- ☐ Over 2 hours/ ***lebih daripada 2 jam***

16. Posting frequency in automobile online brand community. Example share information and problem about the automobile / ***Kekerapan posting di dalam komuniti jenama automobil atas talian. Contohnya berkongsi maklumat dan masalah berkaitan automobil.***

- ☐ Rarely/ ***Jarang***
- ☐ Once a month/ ***sekali sebulan***
- ☐ Once a week/ ***sekali seminggu***
- ☐ 2–4 times a week /***2-4 kali seminggu***
- ☐ 5–6 times a week/ ***5-6 kali seminggu***
- ☐ Every day/ ***Setiap hari***
- ☐ Several times a day/ ***Beberapa kali sehari***

17. Frequency of commenting in automobile online brand community. /**Kekerapan memberi komen dalam komuniti jenama automobil atas talian.**

- () Never/ **Tidak pernah**
- () Very seldom/ **Sangat jarang**
- () Sometimes/ **kadang-kadang**
- () Often/ **kerap**
- () Regularly/ **sangat kerap**

18. What is your main purpose you became members of automobile online brand community/Choose one only. **Apakah tujuan utama anda menjadi ahli komuniti jenama automobil atas talian? Pilih satu sahaja.**

- () Solve problems related to the automobile
Menyelesaikan masalah berkaitan automobil
- () Share information about the automobile to other members
Berkongsi maklumat tentang automobil kepada ahli-ahli yang lain
- () Help other members to solve the problem related to the automobile
Membantu ahli-ahli lain untuk menyelesaikan masalah berkaitan automobil
- () Give feedback about the automobile to other members
Memberi pandangan tentang automobil kepada ahli-ahli lain.
- () Information searching/ **Mencari maklumat**
- () Friendship / **Setiakawan**

SECTION B

Directions: Answer all question by click the number that best reflects your perception and opinion based on the following scale. Your answer is based on the automobile brand that you stated in **QUESTION 10**

Arahan. Jawab semua soalan dengan menanda nombor yang berkenaan, bagi menggambarkan persepsi, dan pandangan anda berdasarkan skala berikut. Jawapan anda mestilah berdasarkan kepada jenama automobil yang anda nyatakan pada SOALAN 10.

Strongly Disagree <i>Sangat tidak bersetuju</i>	Disagree <i>Tidak bersetuju</i>	Slightly Disagree <i>Kurang bersetuju</i>	Neutral <i>Neutral</i>	Slightly Agree <i>Kurang setuju</i>	Agree <i>Setuju</i>	Strongly Agree <i>Sangat bersetuju</i>
1	2	3	4	5	6	7

BRAND IDENTIFICATION (IDENTIFIKASI JENAMA)

No	Item	scale						
1	This automobile brand's successes are my successes <i>kejayaan jenama automobil ini adalah kejayaan saya</i>	1	2	3	4	5	6	7
2	I am interested in what others think about this automobile brand <i>Saya berminat dengan apa yang orang lain fikirkan tentang jenama automobil ini</i>	1	2	3	4	5	6	7
3	When someone praises this automobile brand, it feels like a personal compliment <i>Apabila seseorang memuji jenama automobil ini, ianya seperti penghargaan peribadi terhadap saya.</i>	1	2	3	4	5	6	7
4	When I talk about this automobile brand, I usually say "we" rather than "they" <i>Apabila saya bercakap tentang jenama automobil ini, saya biasanya berkata "kita" dan bukannya "mereka"</i>	1	2	3	4	5	6	7
5	If a story in the media criticised the automobile brand, I would feel embarrassed <i>Sekiranya berita dalam media mengkritik jenama automobil ini, saya akan merasa malu</i>	1	2	3	4	5	6	7
6	When someone criticises this automobile brand, it feels like a personal insult <i>Apabila seseorang mengkritik jenama automobil ini, ianya seperti penghinaan peribadi terhadap saya.</i>	1	2	3	4	5	6	7

SECTION C

BRAND EXPERIENCE (PENGALAMAN JENAMA)

No	Item	scale						
1	This automobile brand leaves a strong impression on my visual sense or other senses. <i>Jenama automobil ini meninggalkan suatu kesan visual yang kuat kepada saya dan mempengaruhi deria yang lain.</i>	1	2	3	4	5	6	7
2	I find this automobile brand interesting in a sensory way <i>Saya dapati jenama automobil ini menarik perhatian saya.</i>	1	2	3	4	5	6	7
3	This automobile brand does not appeal to my senses. <i>Jenama automobil ini tidak menarik perhatian saya.</i>	1	2	3	4	5	6	7
4	This automobile brand induces feelings and sentiments <i>Jenama automobil ini merangsang perasaan dan sentiment saya</i>	1	2	3	4	5	6	7
5	I do not have strong emotions for this automobile brand <i>Saya tidak mempunyai emosi yang kuat terhadap jenama automobil ini</i>	1	2	3	4	5	6	7
6	This automobile brand affects my emotions <i>Jenama automobil ini adalah jenama yang mempengaruhi emosi saya</i>	1	2	3	4	5	6	7
7	I engage in physical actions and behaviours when I use this automobile brand <i>Saya melibatkan diri secara fizikal dan tingkah laku apabila menggunakan jenama automobil ini.</i>	1	2	3	4	5	6	7
8	This automobile brand results in bodily experiences <i>Jenama automobil ini memberikan kesan kepada pengalaman fizikal</i>	1	2	3	4	5	6	7
9	This automobile brand is not action oriented <i>Jenama automobil ini tidak berorientasikan tindakan</i>	1	2	3	4	5	6	7
10	I engage in a lot of thinking when I encounter this automobile brand <i>Saya banyak berfikir apabila berhadapan dengan jenama automobil ini</i>	1	2	3	4	5	6	7

11	This automobile brand does not make me think <i>Jenama automobil ini tidak membuatkan saya berfikir</i>	1	2	3	4	5	6	7
12	This automobile brand stimulates my curiosity and problem solving <i>Jenama automobil ini merangsang rasa ingin tahu</i>	1	2	3	4	5	6	7



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SECTION D
BRAND TRUST (KEPERCAYAAN JENAMA)

No	Item	scale						
1	This automobile brand meets my expectations <i>Jenama automobil ini memenuhi jangkaan saya</i>	1	2	3	4	5	6	7
2	I feel confident in this automobile brand <i>Saya berasa yakin dengan jenama automobil ini</i>	1	2	3	4	5	6	7
3	This automobile brand never disappoints me <i>Jenama automobil ini tidak pernah mengecewakan saya</i>	1	2	3	4	5	6	7
4	This automobile brand guarantees satisfaction <i>Jenama automobil ini menjamin kepuasan</i>	1	2	3	4	5	6	7
5	The automobile brand would be honest and sincere in addressing my concerns <i>Jenama automobil ini akan jujur dan ikhlas dalam menangani kebimbangan saya</i>	1	2	3	4	5	6	7
6	I could rely on this automobile brand to solve my problems <i>Saya boleh bergantung harap kepada jenama automobil ini untuk menyelesaikan masalah saya</i>	1	2	3	4	5	6	7
7	This automobile brand would make any effort to satisfy me <i>Jenama automobil ini akan melaksanakan apa saja usaha untuk memuaskan hati saya</i>	1	2	3	4	5	6	7
8	This automobile brand would compensate me in some for a problem with the product <i>Jenama automobil ini akan memberi ganjaran kepada saya terhadap masalah berkaitan produk mereka.</i>	1	2	3	4	5	6	7

SECTION E
BRAND LOVE (KECINTAAN JENAMA)

No	Item	scale						
1	This is a wonderful automobile brand <i>Jenama automobil ini adalah jenama yang hebat</i>	1	2	3	4	5	6	7
2	This automobile brand makes me feel good <i>Jenama automobil ini membuatkan saya merasa gembira</i>	1	2	3	4	5	6	7
3	This automobile brand is totally awesome <i>Jenama automobil ini amat menakjubkan</i>	1	2	3	4	5	6	7
4	This automobile brand makes me very happy <i>Jenama automobil ini membuatkan saya sangat gembira</i>	1	2	3	4	5	6	7
5	I love this automobile brand <i>Saya sayang jenama automobil ini</i>	1	2	3	4	5	6	7
6	This automobile brand is a pure delight <i>Jenama automobil ini adalah sesuatu keceriaan yang tulen</i>	1	2	3	4	5	6	7
7	I am passionate about this automobile brand <i>Saya amat berminat dengan jenama automobil ini</i>	1	2	3	4	5	6	7
8	I am very attached to this automobile brand <i>Saya amat terikat dengan jenama automobil ini</i>	1	2	3	4	5	6	7
9	I have neutral feelings about this automobile brand <i>Saya mempunyai perasaan neutral tentang jenama automobil ini</i>	1	2	3	4	5	6	7
10	I have no particular feelings about this automobile brand <i>Saya tidak mempunyai perasaan tertentu tentang automobil ini</i>	1	2	3	4	5	6	7

SECTION F

ONLINE BRAND COMMUNITY COMMITMENT (*KOMITMEN KOMUNITI JENAMA ATAS TALIAN*)

No	Item	scale						
1	I feel a sense of belonging to this automobile brand community <i>Saya merasa dipunyai di dalam komuniti jenama automobil ini</i>	1	2	3	4	5	6	7
2	I will visit this automobile brand community continuously <i>Saya akan melayari komuniti jenama automobil ini secara berterusan</i>	1	2	3	4	5	6	7
3	I will exchange information and opinions with the members of this automobile brand community <i>Saya akan bertukar maklumat dan pandangan dengan ahli-ahli komuniti jenama automobil ini</i>	1	2	3	4	5	6	7
4	I will collect information through this automobile brand community <i>Saya akan mengumpul maklumat melalui komuniti jenama automobil ini</i>	1	2	3	4	5	6	7
5	I am proud to belong to this automobile brand community <i>Saya berasa bangga berada dalam komuniti jenama automobil ini</i>	1	2	3	4	5	6	7
6	I care about the long-term success of this automobile brand community <i>Saya mengambil berat tentang kejayaan jangka panjang komuniti jenama automobil ini</i>	1	2	3	4	5	6	7

SECTION G
CUSTOMER CITIZENSHIP BEHAVIOUR (CCB)
TINGKAHLAKU KEWARGANEGARAAN PELANGGAN

Directions: Answer all question by click the number that best reflects your perception and opinion based on the following scale. Your answer is based on the automobile brand that you stated in **QUESTION 10**

Arahan. Jawab semua soalan dengan menanda nombor yang berkenaan, bagi menggambarkan persepsi, dan pandangan anda berdasarkan skala berikut. Jawapan anda mestilah berdasarkan kepada jenama automobil yang anda nyatakan pada SOALAN 10.

Strongly Disagree <i>Sangat tidak bersetuju</i>	Disagree <i>Tidak bersetuju</i>	Slightly Disagree <i>Kurang bersetuju</i>	Neutral <i>Neutral</i>	Slightly Agree <i>Kurang setuju</i>	Agree <i>Setuju</i>	Strongly Agree <i>Sangat bersetuju</i>
1	2	3	4	5	6	7

Recommendations/ Cadangan

No	Item	scale						
1	I will refer fellow friends or co-workers to this automobile brand <i>Saya akan merujuk kawan-kawan atau rakan sekerja kepada jenama automobil ini</i>	1	2	3	4	5	6	7
2	I will recommend this automobile brand to my family. <i>Saya akan mengesyorkan jenama automobil ini kepada keluarga saya</i>	1	2	3	4	5	6	7
3	I will recommend this automobile brand to my peers. <i>Saya akan mengesyorkan jenama automobil ini kepada rakan-rakan saya.</i>	1	2	3	4	5	6	7
4	I will recommend the automobile brand to people interested in the brand's products/services <i>Saya akan mengesyorkan jenama automobil ini kepada orang yang berminat terhadap produk atau perkhidmatan jenama ini</i>	1	2	3	4	5	6	7

Helping customers/ Membantu pelanggan-pelangga

No	Item	scale						
1	I will help others with their problem in finding automobile spare parts <i>Saya akan membantu orang lain yang menghadapi masalah untuk mencari alat ganti automobil mereka</i>	1	2	3	4	5	6	7
2	I will assist other customers in decision making of automobile purchase <i>Saya akan membantu pelanggan- pelanggan lain dalam membuat keputusan pembelian automobil</i>	1	2	3	4	5	6	7
3	I will teach someone how to use an automobile correctly. <i>Saya akan membantu seseorang bagaimana untuk menggunakan automobil dengan cara yang betul.</i>	1	2	3	4	5	6	7
4	I will explain to other customers how to use an automobile correctly <i>Saya akan menerangkan kepada pelanggan-pelanggan lain bagaimana menggunakan automobil dengan betul</i>	1	2	3	4	5	6	7

Providing feedback/ Menyediakan maklum balas

No	Item	scale						
1	I will fill out a customer satisfaction survey. <i>Saya akan mengisi kaji selidik kepuasan pelanggan</i>	1	2	3	4	5	6	7
2	I will provide helpful feedback to customer service <i>Saya akan memberi maklum balas yang berguna kepada perkhidmatan pelanggan</i>	1	2	3	4	5	6	7
3	I will provide information when surveyed by the business. <i>Saya memberikan maklumat apabila diminta oleh peniaga.</i>	1	2	3	4	5	6	7
4	I will inform the business about the great service received from an individual employee <i>Saya akan memaklumkan kepada peniaga tentang perkhidmatan cekap yang diterima daripada seseorang pekerja.</i>	1	2	3	4	5	6	7



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